

# The 5 ways to make more money

The power of small change



A sample

	Current Measures	Current measures plus 10%
Number of leads	350	385
	X	X
Conversion Rate	50%	55.00%
	=	=
Number of customers	125	212
	X	X
Average Sale Value	350	385
	X	X
Frequency of Sale	2	2.2
	=	=
Turnover	£122,500	£179,352
	-	-
Net Margin	10%	11%
	=	=
Profit	£12,250	£19,729

find 10% more leads

improve sales technique by 10%

increase value of sale by 10%

increase customer loyalty by 10%

reduce costs

**£7,479** increase in profit

**61.05%** increase in profit

£19,728.7

Your numbers

Current Measures	Current measures plus 10%
X	X
=	=
X	X
X	X
=	=
-	-
=	=

## The Power of small change

By compounding up small, low risk changes in your business, significant improvements can be made.